



Baldrige National Quality Program
National Institute of Standards and Technology
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The Official Conference of the Malcolm Baldrige National Quality Award

The Quest for Excellence® XIX

April 15-18, 2007

Hilton Washington • Washington, DC

NEW AWARD RECIPIENTS IN SERVICE, SMALL BUSINESS, AND HEALTH CARE!

- Premier, Inc.
- MESA Products, Inc.
- North Mississippi Medical Center

Also featuring former Award recipients from all sectors

Discount for early registration by March 26, 2007

Pre-Conference Workshops on the Baldrige Criteria, Self-Assessment, and Improvement

www.baldrige.nist.gov



The Quest for Excellence XIX

For more than eighteen years, The Quest for Excellence has provided a forum for the recipients of the Malcolm Baldrige National Quality Award to showcase their exceptional performance practices. Role model organizations in manufacturing, service, small business, education, and health care have shared their journeys to excellence with the nation.



This year we welcome three new Award recipients: Premier, Inc., MESA Products, Inc., and North Mississippi Medical Center. In addition we welcome back former Award recipients from all sectors as well as two 2006 site-visited nonprofit pilot applicants.

Whether your organization is large or small, is involved in service, manufacturing, education, or health care, or has one office or multiple sites around the globe, you can benefit from the knowledge and experience of the 2006 Baldrige Award recipients. Plan to attend The Quest for Excellence XIX, April 15-18, 2007 in Washington, DC.



Sponsored by the National Institute of Standards and Technology (NIST). Co-sponsored by the American Society for Quality (ASQ) and the American Society for Training and Development (ASTD).

*April 15-18, 2007
Hilton Washington
Washington, DC*



Featuring the 2006 recipients of the Malcolm Baldrige National Quality Award



SERVICE

Premier, Inc.

Premier, Inc., is a healthcare strategic alliance entirely owned by not-for-profit hospitals and health system organizations. The 200 owners operate or are affiliated with more than 1,500 hospitals and thousands of non-hospital sites such as nursing homes and ambulatory centers. Owners participate to share needed services and programs aimed at improving clinical quality and cost-effectiveness. Premier's three business units provide the following services: group purchasing and supply chain management, insurance and risk management, and informatics and performance improvement. Premier systematically strives to achieve its "Big Hairy Audacious Goal": Premier's Owners will be the leading healthcare systems in their markets, and with them, Premier will be a major influence in reshaping healthcare.

Premier has taken a leadership role in promoting best practices in ethical conduct, transparency, and accountability within its industry and created the Healthcare Group Purchasing Industry Initiative to promote and monitor best ethical practices in purchasing for hospitals and other health care providers. Savings and cash returns to Premier's hospital owners have increased from approximately \$180 million in 2002 to \$804 million in 2006. Premier utilizes systematic approaches to focus on the career development of employees, including the Ph.D. Program, The Leadership College, and tuition reimbursement. Results demonstrate that these efforts are paying off: The percent of vacancies filled internally improved from 20% in 2003 to 32% in 2006, and has exceeded the Watson Wyatt and Saratoga (two national survey groups) best practice benchmarks of 22% for the past three years.

SMALL BUSINESS

MESA Products, Inc.

MESA Products, Inc. is a small, privately held business that designs, manufactures, and installs cathodic protection systems which control the corrosion of a metal surface. This electrochemical form of corrosion control is applied to underground or submerged structures, such as pipelines and tanks. Products and materials are sold to a variety of contractors, end-users, and resellers across the United States, while technical and installation services are provided primarily to the mid-continent, southwest, and southeast United States.

MESA's sales have increased from less than \$6 million in 1985 to over \$25 million in 2006. In a mature industry with limited new business, MESA has achieved this growth primarily through gains in market share from its competitors. Return on equity improved from -5% in 1999 to over 25% in 2005 and presently exceeds industry competitors by 20%. In addition, lean manufacturing concepts have helped MESA achieve cycle time and productivity improvements.

Throughput time in the magnesium assembly area has improved by 82%, output in the instrumentation equipment assembly area increased by 60%, lead time for the sales order entry process was reduced by 30%, and error rates were reduced by 50%. On-time shipments are now at 97%.



"President Bush and I applaud the three 2006 recipients of the prestigious Baldrige Award. With their innovative practices, commitment to excellence and outstanding results, these organizations are among America's best and are role models for any organization striving for world-class performance"

—Commerce Secretary Carlos M. Gutierrez

HEALTH CARE

North Mississippi Medical Center



North Mississippi Medical Center (NMMC) serves 24 rural counties. It is the largest rural hospital in the country and is Mississippi's largest community-owned hospital. NMMC provides a wide array of inpatient, outpatient, and emergency services. To accommodate specific patient needs, dedicated facilities provide women's health, behavioral health, cancer treatment, and rehabilitation services.

NMMC provides access to an electronic medical record to every care giver throughout its system. Information on the medical record can be retrieved and entered by all medical staff throughout the region, providing up to date medical information and helping reduce medical errors and duplication of effort. Specialists and primary care providers in remote sites can be linked via a state-of-the-art telemedicine system. In 2006, NMMC provided community services to 156,750 people through free health fairs, screenings, health education and CPR classes, and immunization programs held throughout the community. Charitable donations, charity care, medical cost savings, and volunteer services total about \$70 million annually. At NMMC, a Care-Based Cost Management approach has provided cumulative gains of \$11.1 million since 1999 largely as a result of reducing practice variations and medical complications. NMMC had \$56.5 million in revenue over expenses for 2006, an increase of \$29 million over 2005. Since 2000, overall employee satisfaction exceeded the 90th percentile benchmark levels from Human Resources, Inc.

Concurrent Pre-Conference Workshops

Three concurrent pre-conference workshops will be held Sunday, April 15, 2007 from 1:00-4:00 pm. The workshops are designed to address the needs of individuals with different levels of exposure to the Baldrige Program and the Criteria for Performance Excellence. Pre-registration is required. (Limited space. Reserve early!) Each workshop is available with or without a QE XIX conference registration. Choose the workshop that best matches your experience level! **On-site registration will not be available.**

WORKSHOP 1

Getting Acquainted with Baldrige

- Designed for those who have had little or no exposure to the Baldrige Criteria for Performance Excellence.
- Participants will learn the history and structure of the Baldrige Program, the benefits of self-assessment and feedback, the structure of the Criteria, how to focus improvement and communication efforts, how to use the Criteria and the Award recipient application summaries to enhance learning from the QE sessions.

WORKSHOP 2

Intermediate Baldrige: Moving From Interest to Action

- Designed for those who have begun to use the Baldrige Criteria or self-assessment tools and are ready to learn more – not for experienced Criteria users.
- Participants will learn the benefits of conducting a self-assessment using the Organizational Profile, an approach for managing an initial organizational self-assessment, and the value of using the Criteria to more fully articulate an organization's attributes, challenges, and needs.

WORKSHOP 3

Take Action Now: An Advanced Workshop on Using Your Assessment for Improvement

- Designed for learners from organizations that have at a minimum completed an organizational self-assessment using the Baldrige Criteria for Performance Excellence.
- Participants will learn how to evaluate and score an assessment, as well as how to use that information for organizational improvement.

The Quest for Excellence XIX Conference Schedule*

REGISTRATION HOURS

Sunday, April 15, 3:30 pm - 7:00 pm

Tuesday, April 17, 7:00 am - 5:30 pm

Monday, April 16, 6:45 am - 6:30 pm

Wednesday, April 18, 7:00 am - 12:00 pm

Sunday, April 15	
1:00 - 4:00 pm	Concurrent Pre-Conference Workshops <ul style="list-style-type: none"> Workshop 1 - Getting Acquainted with Baldrige Workshop 2 - Intermediate Baldrige: Moving From Interest to Action Workshop 3 - Take Action Now: An Advanced Workshop on Using Your Assessment for Improvement

Monday, April 16				
8:00 - 8:40 am	Opening Plenary: Welcome, Video			
8:40 - 9:30 am	Plenary Session: Senior Leaders Present Organizational Profile			
9:30 - 10:00 am	Break			
10:00 - 10:50 am	Plenary Session: Senior Leaders Present Leadership Category			
10:50 - 11:05 am	Stretch Break			
11:05 am - 12:00 pm	Plenary Senior Leadership Panel: Q&A on Organizational Profile and Leadership			
12:00 - 1:30 pm	Lunch			
1:30 - 5:30 pm	Concurrent Sessions: Track an Award recipient or track a Criteria Category. Learn how the Baldrige Criteria are applied in different sectors.			
	Premier	MESA	North Mississippi Medical Center	Former Recipients Track
1:30 - 2:15 pm	Strategic Planning	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Park Place Lexus Topic To Be Determined
2:30 - 3:15 pm	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Human Resource Focus	Sunny Fresh Foods Senior Leaders' Role in Promoting Engagement and Innovation
3:15 - 3:45 pm	Break			
3:45 - 4:30 pm	Measurement, Analysis, and Knowledge Management	Human Resource Focus	Process Management	DynMcDermott Petroleum Operations, Using Baldrige for Emergency Management/Disaster Preparedness
4:30 - 5:30 pm	Human Resource Focus	Process Management	Applying for the Award	Boeing Recipient Divisions and Caterpillar Financial Spreading Baldrige through a Large Corporation
6:00 - 8:00 pm	Conference Reception and Cash Bar			

Tuesday, April 17

Concurrent Sessions					
8:00 am - 12:00 pm	Premier	MESA	North Mississippi Medical Center	Former Recipients Track	2006 Site-Visited Nonprofits
8:00 - 8:45 am	Process Management	Applying for the Award	Strategic Planning	School District 15 Data-Driven Schools and Performance Excellence	City of Coral Springs Our Journey to Date-How We Use the Criteria in a Nonprofit Organization
9:00 - 9:45 am	Applying for the Award	Strategic Planning	Focus on Patients, Other Customers, and Markets	Richland College Diversity: Meeting Multiple Expectations	VA Cooperative Studies Program, Department of Veterans Affairs, Building a High Performance Organization Using the Baldrige Criteria
9:45 - 10:15 am	Break				
10:15 - 11:00 am	Strategic Planning	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Jenks Public Schools Spreading Good Ideas: From Local School Improvement to System-wide Change	City of Coral Springs Strategic Planning and Our Business Model
11:15 am - 12:00 pm	Customer and Market Focus	Measurement, Analysis, and Knowledge Management	Human Resource Focus	Panel: Pearl River and School District 15, No Child Left Behind Impacts and Considerations	VA Cooperative Studies Program, Strategy Mapping for Alignment
12:00 - 1:30 pm	Lunch				
1:30 - 4:30 pm	Concurrent Sessions				
1:30 - 2:15 pm	Measurement, Analysis, and Knowledge Management	Human Resource Focus	Process Management	Bronson Hospital Using Baldrige to Lead and Take Us Beyond Accreditation	
2:30 - 3:15 pm	Human Resource Focus	Process Management	Strategic Planning	Baptist Hospital Culture of Best Practices-Continuing the Journey	
3:15 - 3:45 pm	Break				
3:45 - 4:30 pm	Process Management	Strategic Planning	Focus on Patients, Other Customers, and Markets	SSM Health Care Writing a Baldrige Application that Drives Improvement	
4:45 - 5:30 pm	Town Hall Sessions Featuring Current and Former Award Recipients				
	Manufacturing/Small Business • Boeing Recipient Divisions • MESA • Sunny Fresh Foods	Service/Small Business • Caterpillar Financial Services (US) • DynMcDermott • Park Place Lexus • Premier	Education • Jenks Public Schools • Pearl River School District • Richland College • School District 15	Health Care • Baptist Hospital • Bronson Methodist Hospital • North Mississippi Medical Center • SSM Health Care	

Wednesday, April 18

8:00 - 8:30 am	Keynote: Roger Raber, President and CEO, National Association of Corporate Directors. <i>What has changed? Corporate Governance: Policies and Procedures</i>				
8:30 - 9:20 am	Plenary Session: Achieving Excellence , Senior Leaders Present Journey to Performance Excellence				
9:20 - 9:50 am	Break				
9:50 - 10:40 am	Plenary Session: Sustaining Excellence , Featuring Remarks from Former Award Recipients				
10:40 - 10:55 am	Stretch Break				
10:55 - 11:45 am	Plenary Panel: Q&A with Senior Leaders on Achieving and Sustaining Excellence				
11:45 - 12:00 pm	Plenary Session: Conference Themes and New Directions				

* Conference Schedule is subject to change.

About The Quest for Excellence XIX

The Quest for Excellence (QE) XIX will provide an opportunity for in-depth learning about the best practices and results of the 2006 Baldrige Award recipients. Senior leaders and other representatives of the Award recipient organizations will make presentations and answer questions about the seven Categories of the Baldrige Criteria, their journey to performance excellence, and their lessons learned. Attendees will be able to track by Award recipient, by Category, or both. QE XIX is designed to maximize learning and networking opportunities.

Who Should Attend: CEOs, senior managers, education and health care leaders and professionals, directors of staff functions, heads of operating units, quality/performance improvement practitioners, and anyone implementing the Criteria in their organization.

New This Year!

- Full track of "Special Topic Sessions" featuring former Award recipients
- Nonprofit mini track featuring two site-visited nonprofit pilot applicants
- Take Action Now: An Advanced Workshop on Using Your Assessment for Improvement

First Look at Nonprofits! In anticipation of opening the Award competition to nonprofits in 2007, the Baldrige Program ran a pilot program in 2006. Two of the ten applicants received site visits and they will join us at QE XIX and share their learnings.

Proceedings: Attendees receive a conference bag containing Award recipient videos, presentation slides, and other materials from the Baldrige National Quality Program. Following the conference attendees will receive a CD containing audio recordings from the concurrent sessions, video of the plenary sessions, presentation slides, and application summaries from the Award recipients.

CEUs/RUs: Attendance at the The Quest for Excellence Conference qualifies for 1.3 Recertification Units (RUs) from the American Society for Quality (ASQ). Participation in any Pre-Conference Workshop qualifies for .3 IACET CEUs and .3 ASQ RUs.

For More Information on The Quest for Excellence and the Baldrige National Quality Program, call (301) 975-2036; fax (301) 948-3716; email nqp@nist.gov; or visit our Web site at www.baldrige.nist.gov.

Registration & Hotel Information

Accommodations

Rooms have been reserved at the Hilton Washington at the special conference rate of \$214.00 standard single or double or \$265.00 towers single or double. The tax rate is 14.5%. To receive this special rate, reserve by March 16, 2007 and be sure to mention The Quest for Excellence XIX. You may reserve rooms by calling the hotel at 1-888-324-4586 or 202-797-5755. Reservations can also be made online at www.baldrige.nist.gov.

Conference Registration Fees

The advance registration fee of \$1100 is due by March 26, 2007. Attendees who register after March 26 will pay the regular conference fee of \$1250. You may register by phone, fax, or mail through Experient (ATD073) or register online at www.baldrige.nist.gov. See the registration form in this brochure for complete information.

Faculty and Group Discounts

Individuals who have full-time academic employment with a college, university, school district, secondary school, or elementary school are eligible for discounted fees of \$775 (advance) or \$925 (regular). The faculty discount cannot be combined with the group discount.

Groups of 10 or more receive a \$100 discount per registrant off the advance or regular registration fee as appropriate. Registrations must be made as a group. The full conference fee will be charged if cancellations reduce the group to fewer than 10 employees. Substitutions may be made at any time.

Payment Information

All registration forms must be accompanied by payment in full (U.S. Currency only). All phone or fax registrations must include the expiration date and number of a major credit card (VISA/MC/AMEX/DISCOVER) that will be charged. If you wish to guarantee payment with a purchase order, Experient must receive the hard copy of the purchase order with your registration form. All checks should be made payable to Quest for Excellence XIX-ASTD. You will receive confirmation of your registration by email, fax, or mail.

Cancellation and Substitution Policy

Registrants whose requests for cancellation are received on or before March 26, 2007 will receive a full refund. Requests received between March 27, 2007 and April 9, 2007 will incur a \$200.00 processing fee. No requests for reimbursement for cancellations will be accepted after April 9, 2007. Substitutions may be made at any time.

The Quest for Excellence XIX Registration Form

FOUR WAYS TO REGISTER

1. Call Experient at **866-229-2386** and use your MC, VISA, AMEX, or DISCOVER card.
2. Fax your complete registration form with credit card payment to Experient at **301-694-5124**.
3. Register online at **www.baldrige.nist.gov**.
4. Fill out the registration form below, enclose payment, and mail to:

The Quest for Excellence XIX • c/o Experient (ATD073) • PO Box 3370 • Frederick, MD 21705-3379

CONTACT INFORMATION

First Name _____ Middle _____ Last Name _____
First Name for Badge _____
Organization _____
Title _____
Address _____
City _____
State/Province _____ ZIP/Postal Code _____ Country _____
Phone _____ Fax _____
Email _____

Sector

Please indicate the sector to which your organization belongs:

- | | | | |
|------------------------------------------------|--------------------------------------|-----------------------------------------|--------------------------------------------------|
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Service | <input type="checkbox"/> Small Business | <input type="checkbox"/> Education (Pre K, K-12) |
| <input type="checkbox"/> Education (Higher Ed) | <input type="checkbox"/> Health Care | <input type="checkbox"/> Government | <input type="checkbox"/> Nonprofit |

How did you hear about QE XIX?

- | | |
|--------------------------------------------------------------------------------------------------------------------------------------------|----------------------------------------------------------------------------------|
| <input type="checkbox"/> Received brochure in the mail (Please fill in the two-digit code that appears above your name on the label) _____ | <input type="checkbox"/> Email advertisement |
| <input type="checkbox"/> From a colleague | <input type="checkbox"/> Advertisement in ASQ's <i>Quality Progress</i> |
| <input type="checkbox"/> Baldrige Web site | <input type="checkbox"/> Advertisement in ASTD's <i>Training and Development</i> |
| <input type="checkbox"/> Award Criteria | <input type="checkbox"/> Announcement in a trade publication |
| | <input type="checkbox"/> Other: _____ |

SELECT REGISTRATION (Please select the type of registration you wish to have.)

	Advance*	Regular
QE XIX Conference		
<input type="checkbox"/> Individual	\$1100.00	\$1250.00
<input type="checkbox"/> Faculty Discount	\$775.00	\$925.00
<input type="checkbox"/> Group Discount**	\$1000.00	\$1150.00

Pre-Conference Workshop with QE XIX Registration (Limited participation, select only one workshop)

<input type="checkbox"/> Getting Acquainted with Baldrige	\$100.00	\$100.00
<input type="checkbox"/> Intermediate Baldrige: Moving from Interest to Action	\$100.00	\$100.00
<input type="checkbox"/> Take Action Now	\$100.00	\$100.00

Pre-Conference Workshop only (Limited participation, select only one workshop)

<input type="checkbox"/> Getting Acquainted with Baldrige	\$150.00	\$150.00
<input type="checkbox"/> Intermediate Baldrige: Moving from Interest to Action	\$150.00	\$150.00
<input type="checkbox"/> Take Action Now	\$150.00	\$150.00

*Registration must be submitted by 11:59 PM EST, March 26, 2007.

**All registrations must be submitted at the same time to receive the group discount.

Payment Information

☐ **Check** (Payable to Quest for Excellence XIX-ASTD).

Purchase Order # _____

Credit Card: ☐ MasterCard ☐ Visa ☐ American Express ☐ Discover

Card #: _____

Expiration date: _____

Cardholder Name: _____

Signature: _____

Special Needs (☐ Check here if you wish to be contacted)

Do you have any special needs and/or dietary restrictions that we can address to make your participation more enjoyable? Please indicate these special needs below:

Or write, call, or fax Experient (ATD073), PO Box 3379, Frederick, MD 21705-3379, phone 866-229-2386, fax 301-694-5124, or email **ATD073.attendee@experient-inc.com**.